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The objectives of *California Management Review* can be satisfied by articles from a number of disciplines—economics, psychology, engineering, political science, sociology, anthropology, business administration, or combinations of different areas of knowledge. "Management" is broadly interpreted to include subject matter taught in typical business schools as well as work in other fields that is applicable to management functions and practices. A technical article written in the field of psychology, for example, might not be suitable, but the same material if oriented to or closely akin to the field of management might be acceptable. The Editorial Board is particularly interested in manuscripts that, in addition to the main thrust of the article, also treat business policy implications. The *Review* has a wide reading audience in business, in universities, and in government, both in this country and abroad.

Articles that present the results of original research and analysis are given high priority, but we do

not intend that all papers be of this type. We also invite articles on business surveys; articles on analyses, evaluations, and applications of new or revised business techniques or systems; and reflective articles distilling basic truths and philosophies.

Except in unusual cases, the length of articles should be restricted to 2,500 to 7,500 words. **Three copies** should be submitted, double-spaced, typed on one side of the paper, with the line of text 50 to 52 spaces long, if possible. A cover page showing the title, the name of the author, and his position and affiliation should be attached. Each table should be typed on a separate page. The number and complexity of charts and tables should be kept to a minimum.

Please note the style and especially the footnote form in our current issues. It is our policy not to number paragraphs and sections.

—The Editors

